

Tobacco Revenue, Use, Spending and Tracking Commission
January 10, 2005
Arizona Department of Health Services
150 North 18th Avenue, Room 540A
Phoenix, Arizona 85007

MINUTES

Members Present: Matthew Madonna – President
William Pfeifer – Vice President
Kelly Hsu, M.D.
Hugh Miller, M.D.

ADHS Staff: Raul Muñoz– Deputy Assistant Director
Patricia Tarango – Office Chief
Dilia Loé – Chief Administrative Officer
Lynda Anderson – Administrative Assistant

Presenters: Teresa Manygoats-Asert – Intertribal Council of Arizona
Kelly Peloquin – Attorney General’s office
Michelle Walsh – Evaluation Unit
Helen Pantuso – E.B. Lane
David Diaz - Grupo Ñ
Sergio Carlos - Grupo Ñ
Mike Horn - Results Media Group
Patty Dimitriou - AlterNatives
Jason Coochwyetewa - AlterNatives
Karen Frye – SW Dimensions
Amy Andelora – SW Dimensions

The meeting was called to order at 10:10am by Matt Madonna – President

Introduction of TRUST Commission Members and Patricia Tarango, Office Chief for the Office of Tobacco Education and Prevention Program.

Mr. Madonna - Motion to approve the minutes of November 15, 2004

Mr. Pfeifer - Moved to approve minutes.

Dr. Miller - Seconded.

Minutes approved.

Mr. Madonna – Set the frequency and dates for the next six months of the TRUST Commission. Will utilize teleconference abilities after the TRUST Commission is at full membership.

Dates have been set for Tuesday, February 15th ; Monday, March 14th ; Wednesday, April 20th ; and Wednesday, May 18th. The time is from 10am to 2pm. Location to be determined.

Mr. Pfeifer – The Nominating Committee finalized the list of possible nominees with additional names from the Department. The letters will be mailed in the next two weeks. The TRUST Commission will increase membership to a total of 12 members.

Dr. Miller - Has the Legislative Report been finalized and sent? Could the members receive a copy of the final report?

Mr. Muñoz – The report was submitted with additional recommendations and changes. Copies will be sent to TRUST Commission members.

Ms. Manygoats-Asert – Presentation on Intertribal Council of Arizona (ITCA). Budget is broken out as ten percent for ITCA administration and ninety percent for contractors. ITCA is largely contracted with central and northern Arizona tribes. The White Mountain tribe is the largest and Kaibab Paiute Tribe is the smallest in populations. Programs are divided into intensive and basic, intensive programs are facilitated and basic programs are one-on-one. Use of the “Freedom from Tobacco” program. The Salt River Tribe has modified the “Project Alert” for their use.

Second-hand smoke policies are being produced for the Colorado River, Kaibab Paiute and Salt River Tribes, long-term goal is for the Salt River Casinos. Traditional use of tobacco as opposed to recreational use is the focus of media campaigns. Media campaign through a CDC grant. ITCA provides services to all Arizona Tribes with training, focus on tobacco, diabetes, HIV, young children and women. ITCA provides mini grants to the tribes for sponsorship of conferences and to supplement DHS funding.

CDC funding is \$235,000.00 and ITCA will re-apply in the spring. Funding from the taxes on tobacco is collected by the Department of Revenue and then redistributed back to the tribes. Tribes also increased the taxes on tobacco sold on reservations.

Mr. Madonna – Possibility of tribes receiving matching funds for grants they receive. Need for a report from the Department of Revenue on tribal funding.

Ms. Manygoats-Asert – ITCA receives no funding for media, all funding is allocated through E.B. Lane and AlterNatives. It is cheaper to buy tobacco on the reservations, 18 cents less in taxes.

Ms. Peloquin – Costs depend on the manufacturer and their contracts with individual states. Reservations do not pay the “escrow tax” on units sold.

Discussion – Evaluation of the Local Projects’ programs.

Mr. Muñoz – Update on the Chronic Disease program will be postponed until the February meeting.

Ms. Peloquin – Youth Tobacco program review. The goal is to reduce youth access to tobacco, monitor the rate of compliance with Arizona’s Youth Tobacco Laws. Facilitate enforcement of Youth Tobacco Laws, since the AG office has no authority to issue citations, it sends the non-compliance information to the proper law enforcement agency, law enforcement officers may or may not be with members of Attorney General’s office when compliance checks are made, it is up to the law enforcement agency with jurisdiction whether to issue citations. The AG has contracts with Pima County, City of Chandler and Prescott Valley to do inspections and issue citations, and is pursuing contracts with other entities.

Discussion – Funding of the Attorney General’s office, need for laws for compliance offices to make citations.

Ms. Peloquin - Difference between alcohol and tobacco (vendors need a license to sell alcohol not required for tobacco), all counties have inspections, protocols of the inspectors. In 2002 there were 753 Tobacco Retailer Compliance Inspections by contractors, 2003 there were 609 inspections through Maricopa County "CounterActs" and in 2004 there were 1766 inspections by contractors and the Attorney General's office, each year there was different content for inspectors. 2004 was Enhanced Enforcement Campaign from April through July. Use of youth volunteers for the compliance checks.

In 2003 30% of the youth attempted to buy tobacco from commercial sources. Of those 50% did buy from commercial sources. Rates are 20-25%, which is lower than previous years. Budget is \$250,000.00.

Ms. Walsh – Evaluation Unit presentation. Process Evaluation Information defines the program. There is a new event instrument for evaluation. Working on cessation surveys, school evaluations, AZ Healthlinks and a media and policy instruments are to be developed. Formation of an IT unit. Surveillance Data information has been collected. Outcome assessment, current activities on prevention and disparities. CDC contract for Evaluation of Quit Lines was a one time contract, renewal is not known at this time. For the past two and one half years the prevalence rate is the same, but individuals are smoking less. Evaluation is missing some populations, difficult to reach all.

Discussion – Are we successful in accomplishing the goals set, is Arizona smoking less. Are we spending funds wisely, do we need to bring in the CDC to help with the evaluation process?

Mr. Madonna - Arizona is the only state left with funds earmarked for prevention, can we keep tobacco tax dollars.

Dr. Miller – Evaluation is important to the Department of Health Services, need to continue monitoring tobacco use, not evaluate the TEPP office, bigger vision for the program.

Mr. Pfeifer – Are we truly reducing tobacco rates.

Dr. Sechrest – Over time there will be definite information on reduction of tobacco use. Funds are spread throughout the entire state through various programs.

Ms. Ruiz – Introduction of the media representation.

Ms. Pantuso – Presentation of the adult advertising "Inner self" campaign.

Mr. Diaz – Presentation on the youth "Dance" campaign, use of "Las Calacas" at events, recruiters for the anti-smoking booths. Las Calacas are based on the Day of the Dead costumes.

Mr. Horn – Media Plan recommendations, cessations targets adults 25-54 year old. Cessation media on statewide channels, sports media divided between cessation and prevention. Budget with the Phoenix Suns is \$425,000.00 and the Arizona Diamondbacks is \$900,000. Funding has been cut with the new sports marketing contracts. Total budget for media is \$7,800,000.00 which includes media buys. Promotes general awareness.

Ms. Dimitriou and Mr. Coochwyetewa – AlterNatives is waiting for approval on their media campaign. Media campaign is “Breathe Traditional, Respect Tobacco.” Accepting the traditional ceremonial use of tobacco but not the use of tobacco recreationally. Use of Talking Circles in various communities to gather data, discussion on tobacco use, demographics are youth 18 and younger.

The differences in how tobacco is packaged and used in ceremonies between tribes, both in rural and urban areas. Media use is outdoor, print and radio. Grass roots outreach is 30% of the \$500,000.00 budget. Completion of the media buy will be in February.

Ms. Frye - The use of focus groups for data and type of campaign needed. Use of faith-based organizations. Presentation on the “Ashes to Ashes” campaign, packets are distributed by trained coordinators. Each coordinator obtains information on each individual to maintain a data-base.

Developing an Asian American campaign, working with focus groups, building community trust, brochures will be in four different languages.

Budget of \$500,000.00 is close to being divided equally between the African American and Asian American communities.

Working on a common feel to all media campaigns.

Call for public comment – None.

Mr. Madonna - Motion to adjourn.

Mr. Pfeifer - Moved to adjourn the meeting.

Dr. Hsu - Seconded.

Meeting adjourned at 2:10pm.

Patricia Tarango
Office Chief
Office of Tobacco Education and Prevention Program
Arizona Department of Health Services